



Edmund G. Brown Jr., Governor

Advancing California through the Arts and Creativity

Craig Watson, Director

**REQUEST FOR PROPOSAL - Secondary  
Notice to Prospective Proposers**

**California Arts Council Public Will Communications Campaign  
RFP #2015-02**

May 13, 2015

You are invited to review and respond to this Request for Proposal (RFP), entitled **RFP #2015-02, California Arts Council Public Will Communications Campaign**. In submitting your proposal, you must comply with these instructions.

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions, and Contractor Certification Clauses that may be viewed and downloaded at Internet site <http://www.dgs.ca.gov/ols/Resources/StandardContractLanguage.aspx>. If you do not have Internet access, a hard copy can be provided by contacting the person listed below. The Disabled Veterans Business Enterprise Participation does not apply to this bid.

In the opinion of the California Arts Council (CAC), this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Caitlin Fitzwater, Public Information Officer  
California Arts Council  
916-324-6617  
[caitlin.fitzwater@arts.ca.gov](mailto:caitlin.fitzwater@arts.ca.gov)

Please note that no *verbal* information given will be binding upon the State unless such information is issued in writing as an official addendum.

Caitlin Fitzwater  
Public Information Officer

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## **A. Purpose, Background and Scope of Work**

### **1. Purpose**

Public will – public support that leads to social change – is crucial to the work of the California Arts Council. As the state agency responsible for advancing California through the arts, building participation and appreciation for the arts is a core function of everything the California Arts Council does. A key component of this work requires making the case for the arts to the public and building relationships with California Arts Council constituents, members of the arts community, elected officials, and other stakeholders, in an effort to secure the resources and other support necessary to sustain the state's arts ecosystem.

The California Arts Council is uniquely positioned to build public will through its ability to marshal the field and fulfill a role that artists and arts organizations are not always able to satisfy on their own—to advance a coordinated, organized effort communicating directly with members of the public and elected officials to ensure that the arts are recognized, celebrated, and supported.

The California Arts Council is currently supporting an expanded number of grant programs and pilot initiatives resulting from a one-time budget increase. The agency will also be celebrating its 40<sup>th</sup> Anniversary in 2016. A professional marketing, creative, and/or media firm is needed to develop the positioning, messaging, image, creative products, video production, and other necessary components of documenting and promoting the impact of the Council's programs and initiatives. This will require a significant knowledge of and proven ability to effectively document and communicate community stories.

### **2. Background about the California Arts Council**

The California Arts Council, a state agency, is dedicated to building public will and resources for the arts; fostering accessible arts initiatives that reflect contributions from all of California's diverse populations; serving as a thought leader and champion for the arts; and providing relevant programs and services. More information about the agency may be found on the website: [www.arts.ca.gov](http://www.arts.ca.gov).

The California Arts Council, with its mission to advance California through the arts and creativity, provides funding for arts education and community arts programs across California, and provides services for the state's arts community.

### **3. Scope of Work / Goal of This RFP**

The goal of this RFP is to effectively document and communicate community stories from California Arts Council-funded programs and initiatives, including but not limited to:

- Development of positioning, messaging, and imaging for a California Arts Council public will campaign
- Creation of all campaign elements, including videos and supporting printed collateral, and presentation materials
- Providing high-quality creative services, specifically though direction, filming, and video production in order to document California Arts Council-funded projects, taking place in various locations across the state
- Creation of a communications plan for campaign content dissemination

### **4. Expected Expertise**

Minimum expertise of a vendor for this RFP include, but are not limited to

- Ability to create all campaign elements as needed.
- Experience with storytelling and "cause" campaign promotion and marketing, preferably in the arts, education, nonprofit, or related fields.
- Familiarity and experience working with diverse populations.
- Ability to develop and execute creative concepts for video storytelling.

- Experience creating innovative content for multiple platforms, including social media and online video.
- Experience developing communications plans for the dissemination of multi-platform content.

The contractor is expected to maintain communication with California Arts Council staff throughout the contract period on a weekly basis, at minimum. The contractor will have completed the scope of work and contract of this RFP 6 months from the onset of the contract date.

## **5. Deliverables**

- 1) Contractor will provide positioning/theme/message brief on the campaign to serve as the overview document.
- 2) Contractor will travel to no less than six California Arts Council-funded project sites, in varying locations across California to be identified by the California Arts Council, to document the work and impact with high-quality film/video storytelling.
  - a) Travel may be required to the following regions: San Diego, Los Angeles, Central Valley, Bay Area, Sacramento, Northern California
- 3) Contractor will provide all appropriate artwork, videos, and graphics associated with the campaign, including but not limited to
  - (a) Up to seven short videos (full service development, including concept, script, directing, filming, editing, and final product)
  - (b) Support materials for communications and storytelling
    - (i) Print advertising
    - (ii) Web advertising
    - (iii) Social media graphics and messaging
    - (iv) Presentations
- 4) Contractor will help develop communications plan and public relations materials, including but not limited to
  - (a) Press release positioning and text
  - (b) Presentation positioning, text and imagery
  - (c) Social media positioning, text and imagery
  - (d) Public speech development for a variety of audience segments

## **6. Intellectual Property Considerations**

- The collective work created under this contract shall be considered a work for hire.
- Contractor shall acquire and transfer to the California Arts Council in written form all necessary rights and permissions for ideas and/or images use without restriction.

## **B. Minimum Qualifications for Proposers**

- A) The proposer must be located in California.
- B) The proposing firm or each project principal(s) must have an expertise and focus in communications, storytelling, and marketing and produce video, graphic and related creative products (i.e., print advertisements, online ads, video and audio ads, etc.), and have worked in these areas for at least 5 years.
- C) The proposing firm and/or project principal(s) must have at least 5 years experience in the “cause” marketing arena.

- D) Ideally the proposer or project principal(s) will demonstrate previous contractual relationships with entities in the arts or nonprofit field.
- E) The proposer, project principal(s) or project partners must demonstrate experience with the creation of online video campaigns.

## C. Proposal Requirements and Information

### 1. Key Action Dates

EVENT	DATE	TIME
RFP Available to Prospective Proposers	May 13, 2015	12:00 noon
Final Date for Submission of Questions on RFP	May 20, 2015	5:00 p.m.
All Questions Answered and Posted Online	May 27, 2015	5:00 p.m.
Final Date for Proposal Submissions	June 3, 2015	5:00 p.m.
Closed Session Committee Review of Proposals	June 9, 2015	10:30 a.m.
Notice of Intent to Award	June 10, 2015	12:00 noon
Proposed Award Date	June 19, 2015	12:00 noon

### 2. Work Plan and Work Schedule Requirements

- a) Work Plan and Schedule. The California Arts Council anticipates that the work will start before June 30, 2015 and conclude 6 months after the start date of the contract; depending upon approval of this contract by the California Department of General Services, if required. The contract term is for a maximum of 6 months. The extension shall be by mutual agreement between the contractor and the State. The terms, conditions and prices for the contract extension shall be by mutual agreement between the contractor and the State. If a mutual agreement cannot be met, the contract may be terminated at the end of the current contract term.

The timeline and milestones for payment will be developed between the California Arts Council and the contractor once the award of this contract has been finalized. Post-contract award revisions to timeline and finish date are subject to approval by the California Arts Council.

The proposer shall develop a work plan or schedule for task completion. Identify each major task, necessary subtask, and/or suggest specific milestones by which progress can be measured and payments made.

- b) Project Personnel. Provide a list of personnel for the proposed work plan and include their bios.
- c) Facilities and Resources. Explain where the services will be provided.
- d) Experience with Cause or Message-based Marketing. Explain to what extent and in what way the proposing firm and/or project principals have experience with cause- /message-based marketing, video production, and communications. Include at least three references to past clients, dates, and description of relevant services or projects completed.

### 3. Cost Detail Format and Requirements

The proposed work and associated costs should be broken down by the tasks outlined in the Work Plan and Work Schedule. The total costs of all tasks of this RFP cannot exceed **\$35,000**. Use the Cost Proposal Worksheet (Attachment 4) as a guide in preparing your cost proposal.

#### 4. Submission of Proposal

- a) Proposals should provide straightforward and concise descriptions of the proposer's ability to satisfy the requirements of this RFP. The proposal must be complete and accurate. Omissions, inaccuracies or misstatements may be cause for rejection of a proposal.
- b) The proposal package should be prepared by the least expensive method.
- c) All proposals must be submitted under **sealed** cover and sent to California Arts Council by dates and times shown in the **Proposal Requirements and Information - Key Action Dates (page 5)**. Proposals received after this date and time will not be considered.
- d) A minimum of 4 copies plus the original of the proposal must be submitted.
- e) The original proposal must be marked "ORIGINAL COPY". All documents contained in the original proposal package must have original signatures and must be signed by a person who is authorized to bind the proposing firm. All additional proposal sets may contain photocopies of the original package.
- f) The proposal envelopes must be plainly marked with the RFP number and title, your firm name and address, and must be marked with "DO NOT OPEN", as shown in the following example:

J.P. Bidder  
XYZ Consultant Group  
123 Main Street  
Somewhereville, CA 90000

RFP #2015-02  
Public Will Communications Campaign  
DO NOT OPEN

- g) If the proposal is made under a fictitious name or business title, the actual legal name of proposer must be provided.
- h) Proposals not submitted under sealed cover and marked as indicated may be rejected.
- i) All proposals shall include the documents identified in Section F, Required Attachment Checklist (see page 9). Proposals not including the proper "required attachments" shall be deemed non-responsive. A non-responsive proposal is one that does not meet the basic proposal requirements and may be rejected.
- j) Mail or deliver proposals to the following address:

Lucy Mochizuki  
Contract and Procurement Officer  
California Arts Council  
1300 I Street, Suite 930  
Sacramento, CA 95814

- k) Proposals must be submitted for the performance of all the services described herein. Any deviation from the work specifications will not be considered and will cause a proposal to be rejected.
- l) A proposal may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. The State may reject any or all proposals and may waive an immaterial deviation in a proposal. The State's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the proposer from full compliance with all requirements if awarded the agreement.
- m) Costs incurred for developing proposals and in anticipation of award of the agreement are entirely the responsibility of the proposer and shall not be charged to the State of California.
- n) An individual who is authorized to bind the proposing firm contractually shall sign the Attachment 3, Proposal/Proposer Certification Sheet, page 11. The signature must indicate the title or position that the individual holds in the firm. An unsigned proposal may be rejected.

- o) A proposer may modify a proposal after its submission by withdrawing its original proposal and resubmitting a new proposal prior to the proposal submission deadline as set forth in the Key Action Dates. Proposal modifications offered in any other manner, oral or written, will not be considered.
- p) A proposer may withdraw its proposal by submitting a written withdrawal request to the State, signed by the proposer or an authorized agent. A proposer may thereafter submit a new proposal prior to the proposal submission deadline. Proposals may not be withdrawn without cause subsequent to proposal submission deadline.
- q) The awarding agency may modify the RFP prior to the date fixed for submission of proposals by the issuance of an addendum to all parties who received a proposal package.
- r) The awarding agency reserves the right to reject all proposals. The agency is not required to award an agreement.
- s) Before submitting a response to this solicitation, bidders should review, correct all errors and confirm compliance with the RFP requirements.
- t) The State does not accept alternate contract language from a prospective contractor. A proposal with such language will be considered a counter proposal and will be rejected. The State's General Terms and Conditions (GTC's) are not negotiable, and are located at: [www.documents.dgs.ca.gov/ols/GTC-610.doc](http://www.documents.dgs.ca.gov/ols/GTC-610.doc).
- u) No oral understanding or agreement shall be binding on either party.

## 5. Evaluation Process

- a) At the time of proposal opening, each proposal will be checked for the presence or absence of required information in conformance with the submission requirements of this RFP.
- b) Proposals that contain false or misleading statements, or which provide references, which do not support an attribute or condition claimed by the proposer, may be rejected.
- c) Award, if made, will be to the highest scored, responsible and responsive proposal.

## 6. Proposal Evaluation

The proposals that meet the minimum qualifications will be evaluated and scored according to the criteria indicated below.

<u>Rating/Scoring Criteria</u>	<u>Maximum Possible Points</u>
Demonstration of Ability to Fulfill Requirements and Qualifications <sup>1</sup> .....	30
Effective Use of Resources <sup>2</sup> .....	15
Effective Use of Project Personnel <sup>3</sup> .....	15
Effectiveness of Timeline <sup>4</sup> .....	10
Cost of Proposal <sup>5</sup> .....	30
<b>Total Possible Points</b>	<b>100</b>

<sup>1</sup> Demonstration of Ability to Fulfill Requirements: scoring based on provider's experience and expertise.

<sup>2</sup> Effective Use of Resources: scoring based on cost-effective allocation of proposed costs for various line items of proposed plan; explain rationale, especially with unusual items.

<sup>3</sup> Effective Use of Project Personnel: scoring based on validity of why specific personnel are used for specific purposes within the proposed plan.

<sup>4</sup> Effectiveness of Timeline: scoring based on appropriateness, timeliness and effectiveness of proposed overall timeline, and milestone tasks and dates indicating progress.

<sup>5</sup> Cost of Proposal: highest score for this criterion is given to the proposer with the lowest overall bid. Scores for other proposers are given by standard formula in relationship to the lowest bid submitted. For example, if the lowest bid is \$35,000, that bid will be awarded the full point value of 30. If another bid comes in at \$52,500, that bid will be awarded 20 points (\$35,000/\$52,500 x full point value).

## 7. Award and Protest

- a) Notice of the proposed award shall be posted on our website at [www.arts.ca.gov](http://www.arts.ca.gov) and in a public place in the office of the California Arts Council; 1300 I St., Suite 930; Sacramento, CA 95814 for a minimum of five (5) working days prior to awarding the agreement.
- b) If any proposer, prior to the award of agreement, files a protest with the California Arts Council and the Department of General Services, Office of Legal Services, 707 Third Street, 7th Floor, Suite 7-330, West Sacramento, CA 95605, on the grounds that the (protesting) proposer would have been awarded the contract had the agency correctly applied the evaluation standard in the RFP, or if the agency followed the evaluation and scoring methods in the RFP, the agreement shall not be awarded until either the protest has been withdrawn or the Department of General Services has decided the matter. It is suggested that you submit any protest by certified or registered mail.
- c) Within five (5) days after filing the initial protest, the protesting proposer shall file with the Department of General Services, Office of Legal Services and the California Arts Council a detailed statement specifying the grounds for the protest.
- d) Upon resolution of the protest (if one is filed); award of this agreement will be made.

## 8. Disposition of Proposals

- a) Upon proposal opening, all documents submitted in response to this RFP will become the property of the State of California, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.
- b) Proposal packages may be returned only at the proposer's expense, unless such expense is waived by the awarding agency.

## 9. Agreement Execution and Performance

- a) Performance shall start not later than 14 days, or on the express date set by the awarding agency and the Contractor, after all approvals have been obtained and the agreement is fully executed. Should the Contractor fail to commence work at the agreed upon time, the awarding agency, upon five (5) days written notice to the Contractor, reserves the right to terminate the agreement. In addition, the Contractor shall be liable to the State for the difference between Contractor's Proposal price and the actual cost of performing work by another contractor.
- b) All performance under the agreement shall be completed on or before the termination date of the agreement.

## D. Preference Programs

**Small Business Preference** – <http://www.dgs.ca.gov/pd/Programs/OSDS.aspx>. Certified, responsive and responsible proposers with State of California Small Business designation will receive an additional 5 % of the total points awarded to the highest scored responsive and responsible non-small business bidder (per State Contracts Manual Volume 1, Chapter 8, Section 8.20). A bidder may claim the Small business and/or Micro business preference if the bidder submits a complete application for certification to the DGS/OSDS by 5:00 p.m. on June 3, 2015.

## E. Standard Agreement (STD 213)

Standard Agreement (STD 213) is for reference only. A Sample of the Standard Agreement (STD 213) can be viewed at: <http://www.dgs.ca.gov/ols/Forms.aspx>. It does not need to be filled out and submitted at this time.

Standard contract language (General Terms and Conditions: GTC-610) referred to in STD 213 may be viewed at: [www.documents.dgs.ca.gov/ols/GTC-610.doc](http://www.documents.dgs.ca.gov/ols/GTC-610.doc)

## F. Required Attachments

Refer to the following pages for a list and links (where applicable) to Required Attachments 1-9, that are a part of this request for proposal.



### ATTACHMENT 1: REQUIRED ATTACHMENT CHECK LIST

A complete proposal or proposal package will consist of the items identified below. Complete this checklist to confirm the items in your proposal. Place a check mark or "X" next to each item that you are submitting to the State. For your proposal to be responsive, all required attachments must be returned. This checklist should be returned with your proposal package also.

<u>Attachment</u>	<u>Attachment Name/Description</u>
_____ Attachment 1	Required Attachment Check List (this page)
_____ Attachment 2	Demonstration of Minimum Requirements with Instructions
_____ Attachment 3	Proposal/Proposer Certification Sheet
_____ Attachment 4	Cost Proposal Worksheet
_____ Attachment 5	Proposer References
_____ Attachment 6	Payee Data Record (STD 204) can be found on the Internet at: <a href="http://www.dgs.ca.gov/ofam/Forms.aspx">http://www.dgs.ca.gov/ofam/Forms.aspx</a> , (see OSP Forms)
_____ Attachment 7	Contractor's Certification Clauses (CCC) can be found on the Internet at: <a href="http://www.dgs.ca.gov/ols/Resources/StandardContractLanguage.aspx">http://www.dgs.ca.gov/ols/Resources/StandardContractLanguage.aspx</a> (see "Standard Contract Language").
_____ Attachment 8	Darfur Contracting Act can be found on the Internet at: <a href="http://www.documents.dgs.ca.gov/pd/poliproc/darfurpcc10478.doc">www.documents.dgs.ca.gov/pd/poliproc/darfurpcc10478.doc</a>
_____ Attachment 9	CD, DVD or USB Flash Drive Containing Work Samples (labeled)

**This checklist is not meant to be exhaustive. If the proposer needs to add additional documents to satisfy the need for information as outlined in this RFP or desires to add information in order to make the bid more competitive, the proposer should do so.**

**ATTACHMENT 2: DEMONSTRATION OF MINIMUM REQUIREMENTS**

**(Please use additional pages as needed)**

1) Address of the proposing firm or proposer within California:

2) Specify the number of years the proposing firm has engaged in the production of various modes of communications, giving dates:

OR

Specify the number of years the project principal(s) have engaged in the production of various modes of communications, giving dates and names:

3) Specify the number of years the proposing firm has engaged in video production, giving dates:

OR

Specify the number of years the project principal(s) have engaged in video production, giving dates and names:

4) Specify the number of years the proposing firm has engaged in cause or message-based campaigns, giving dates:

OR

Specify the number of years the project principal(s) have engaged in cause or message-based campaigns, giving dates and names:

5) List the arts or nonprofit field clients the proposing firm has had and give project descriptions and dates of projects:

OR

Specify the projects and clients that project principal(s) have had in the arts or nonprofit field and give project descriptions and dates of projects:

6) List the storytelling-based projects the proposing firm has had and give project descriptions and dates of projects:

OR

Specify the storytelling-based projects that project principal(s) have had and give project descriptions and dates of projects:

7) List the online marketing projects the proposing firm has had and give project descriptions and dates of projects:

OR

8) Specify the online marketing projects that project principal(s) have had and give project descriptions and dates of projects:

### ATTACHMENT 3: PROPOSAL/PROPOSER CERTIFICATION SHEET

This Proposal/Proposer Certification Sheet must be signed and returned along with all the "required attachments" as an entire package in duplicate with original signatures. The proposal must be transmitted in a sealed envelope in accordance with RFP instructions.

**Do not return Section C, Proposal Requirements and Information (pages 1 through 8) or the "Sample Agreement" at the end of this RFP.**

- A. Place all required attachments behind this certification sheet.
- B. The signature affixed hereon and dated certifies compliance with all the requirements of this proposal document. The signature below authorizes the verification of this certification.

**An Unsigned Proposal/Proposer Certification Sheet May Be Cause For Rejection**

1. Company Name	2. Telephone Number	2a. Fax Number
3. Address		
Indicate your organization type:		
4. <input type="checkbox"/> Sole Proprietorship	5. <input type="checkbox"/> Partnership	6. <input type="checkbox"/> Corporation
Indicate the applicable employee and/or corporation number:		
7. Federal Employee ID No. (FEIN)	8. California Corporation No.	
9. Indicate applicable license and/or certification information:		
10. Proposer's Name (Print)	11. Title	
12. <b>Signature</b>	13. Date	
14. Are you certified with the Department of General Services, Office of Small Business Certification and Resources (OSBCR)		
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> a. California Small Business Yes <input type="checkbox"/> No <input type="checkbox"/>  If yes, enter certification number: _____ </div> <div style="width: 45%;"> b. Disabled Veteran Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/>  If yes, enter your service code below: _____ </div> </div>		
<p><b>NOTE:</b> A copy of your Certification is required to be included if either of the above items is checked "Yes".</p> <p>Date application was submitted to OSBCR, if an application is pending: _____</p>		

**Instructions for Completion of Proposal/Proposer Certification Sheet**

Complete the numbered items on the Proposal/Proposer Certification Sheet by following the instructions below.

<b>Item Numbers</b>	<b>Instructions</b>
<b>1, 2, 2a, 3</b>	Must be completed. These items are self-explanatory.
<b>4</b>	Check if your firm is a sole proprietorship. A sole proprietorship is a form of business in which one person owns all the assets of the business in contrast to a partnership and corporation. The sole proprietor is solely liable for all the debts of the business.
<b>5</b>	Check if your firm is a partnership. A partnership is a voluntary agreement between two or more competent persons to place their money, effects, labor, and skill, or some or all of them in lawful commerce or business, with the understanding that there shall be a proportional sharing of the profits and losses between them. An association of two or more persons to carry on, as co-owners, a business for profit.
<b>6</b>	Check if your firm is a corporation. A corporation is an artificial person or legal entity created by or under the authority of the laws of a state or nation, composed, in some rare instances, of a single person and his successors, being the incumbents of a particular office, but ordinarily consisting of an association of numerous individuals.
<b>7</b>	Enter your federal employee tax identification number.
<b>8</b>	Enter your corporation number assigned by the California Secretary of State's Office. This information is used for checking if a corporation is in good standing and qualified to conduct business in California.
<b>9</b>	Complete, if applicable, by indicating the type of license and/or certification that your firm possesses and that is required for the type of services being procured.
<b>10, 11, 12, 13</b>	Must be completed. These items are self-explanatory.
<b>14</b>	If certified as a California Small Business, place a check in the "yes" box, and enter your certification number on the line. If certified as a Disabled Veterans Business Enterprise, place a check in the "Yes" box and enter your service code on the line. If you are not certified to one or both, place a check in the "No" box. If your certification is pending, enter the date your application was submitted to OSBCR.

#### ATTACHMENT 4: COST PROPOSAL WORKSHEET

DIRECT LABOR	HOURS	RATE	TOTAL
Title _____	_____ @	_____	_____
Title _____	_____ @	_____	_____
Title _____	_____ @	_____	_____
Title _____	_____ @	_____	_____
		\$ _____	
SUBCONTRACTOR(S) COST ITEMIZED			\$ _____
INDIRECT COSTS (OVERHEAD AND FRINGE BENEFITS)			
Overhead Rate	_____	_____	
Fringe Benefits	_____	_____	
			\$ _____
DIRECT COSTS (EXCEPT LABOR)			
Travel Costs (Itemized*)		_____	
Equipment and Supplies (Itemized*)		_____	
Other Direct Costs (Itemized*)		_____	
			\$ _____
TOTAL COSTS			\$ _____

\* Append to this page

### ATTACHMENT 5: PROPOSER REFERENCES

Submission of this attachment is mandatory. Failure to complete and return this attachment with your proposal will cause your proposal to be rejected and deemed nonresponsive.

List below three references for services performed within the last five years, which are similar to the scope of work to be performed in this contract. If three references cannot be provided, please explain why on an attached sheet of paper.

REFERENCE 1			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

REFERENCE 2			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

REFERENCE 3			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

**ATTACHMENT 6: PAYEE DATA RECORD (STD 204)**

Proposer must complete, sign and submit the Payee Data Record (STD 204, this form can be found on the Internet at: <http://www.documents.dgs.ca.gov/dgs/fmc/pdf/std204.pdf>.

**ATTACHMENT 7: CONTRACTOR'S CERTIFICATION CLAUSES (CCC)**

Proposer must complete, sign and submit page 1 of the Contractor Certification Clauses (CCC 307), which can be found on the Internet at: [www.pd.dgs.ca.gov](http://www.pd.dgs.ca.gov), by performing a search, or directly at [www.documents.dgs.ca.gov/ols/CCC-307.doc](http://www.documents.dgs.ca.gov/ols/CCC-307.doc) .

**ATTACHMENT 8: DARFUR CONTRACTING ACT**

Proposer must complete, sign and submit the Darfur Contracting Act Form, which can be found on the internet at: [www.documents.dgs.ca.gov/pd/poliproc/darfurpcc10478.doc](http://www.documents.dgs.ca.gov/pd/poliproc/darfurpcc10478.doc)

**ATTACHMENT 9: WORK SAMPLES ON CD, DVD, OR USB FLASH DRIVE (only one copy required)**

Proposer must provide a CD, DVD, or USB Flash Drive containing actual work samples. A minimum of two short video products must be included. Additional samples may include advertisements, social media graphics, presentation materials, etc. Clearly mark your CD, DVD, or USB Flash Drive with vendor's name at minimum.